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# Georgia Southern University Athletics



## Athletic Foundation Releases New Priority Point System

Priority points provide a method of allocating Athletic Foundation benefits that exist in limited quantities

Athletic Foundation

Posted: 3/30/2021 8:00:00 AM

[CLICK HERE TO VIEW NEW POINT STRUCTURE](#)

**STATESBORO** - In an effort to simplify and improve the previous priority point system, the Georgia Southern Athletic Foundation released today its new priority point system. After a careful review of the current priority point structure, discrepancies were found which did not reward our supporters in the way the system should.

Priority points provide a method of allocating Athletic Foundation benefits that exist in limited quantities. The benefits of supporting athletics through the Georgia Southern Athletic Foundation will be equitably distributed among donors based on season and postseason ticket purchases, as well as lifetime points. The priority point system's purpose is to offer fair access to high-demand/low-supply benefits to our faithful Eagle supporters. In an effort to ensure fairness in distributing these benefits, the new system will focus on rewarding season ticket holders and donors in a proportionate manner.

In the prior structure, where a person designated their support was more important than the amount of their support. As an example of the imbalance, someone who gave the athletic department \$1,000 to purchase volleyball season tickets would receive 63 points while someone who donated \$1,000 to volleyball (with nothing in return) would receive five points. Meaning, the Eagle fan who donated to the program with no tickets in return would receive less than 10% of the points that the Eagle fan spending the same amount on tickets would receive.

To correct the imbalance in the previous system, we have created one which rewards our donors for longevity, loyalty and service. Priority points play an important role in the stewardship of our donors, as they determine location and accessibility to away game tickets, postseason tickets and parking.

### **THE NEW SYSTEM:**

Season Ticket Purchase - 2 points per ticket

Bowl/Postseason Ticket - 1 point per ticket

Restricted & Unrestricted Giving (Erk Russell Fund & Sports Specific) - 1 point per \$10

Capital & Endowments (Major Gifts, Facilities, Endowed Scholarship) - 2 points per \$10

### **One-Time Award**

Current & Former Members of Athletic Foundation Board - 50 points

Georgia Southern Alumni - 10 points per spouse

Former Student-Athlete - 10 points per spouse

## **FAQ's**

### **How do I view my priority point total?**

You can view your priority point total under "Manage My Account" on your online account at [GSEagles.com/Login](https://GSEagles.com/Login).

### **How often are priority points calculated?**

Please note, priority points **DO NOT** automatically update. Point totals are manually run each quarter and before an event when priority points are used. For example, points are run before ticket/parking change requests are allocated after the initial renewal period, as well as before the seat allocation process starts on away game ticket purchases.

### **When does this go into effect?**

The new point system is now live and active.

### **Why did my ranking change?**

The new calculation does change priority point rankings but very few accounts will see a significant change; most will see a small shift in their rankings. There are two main reasons for the shift: 1) we addressed an error where not all active accounts were included in the ranking system and 2) we adjusted the way priority points are awarded to correct the previous imbalance in how they were earned.

### **What about the double points for keeping my 2020 Erk Russell Fund Donation?**

The double points for 2020-21 Erk Russell Fund donors who left their donations, instead of rolling over, have been applied to your account.

### **Who can I call with questions?**

You can contact [David Cutler](mailto:David.Cutler) at 912-478-8527 or by email at [dcutler@georgiasouthern.edu](mailto:dcutler@georgiasouthern.edu)